

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : John J. Thrall  
Application No. : 10/729,621  
Filing Date : December 5, 2003  
Examiner : Alicia M. Lewis  
Art Unit : 2164  
Title : CLICK-THROUGH RE-RANKING OF IMAGES AND  
OTHER DATA

Commissioner for Patents  
PO Box 1450  
Alexandria VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action dated August 20, 2008, please reconsider  
the above-identified application in light of the following:

**Amendments to the Claims** begin on page 2 of this paper; and

**Remarks** begin on page 7 of this paper.